ALL THE KING'S MEN
Analysis of Two Ads

Top Drawer

ARI FACTS

Confidential for Executives of

COLUMBIA PICTURES CORP.

Copies to:

NEW YORK

HOLLYWOOD

Hold

AUDIENCE RESEARCH INC.
PRINCETON NEW YORK HOLLYWOOD

COL-4808-49-19
June 22, 1949

CONFIDENTIAL FOR THE EXECUTIVES OF

COLUMBIA PICTURES CORP.

ARI has completed nationwide tests on two advertisements for Columbia's *ALL THE KING'S MEN*.

These tests were made with a special view to the reaction of movie-goers who generally read the better papers and class magazines as opposed to those who comprise the mass circulation audience.

Both ads tested consisted of a solid page of text describing the picture and its subject matter in general terms without revealing the story.

The distinguishing characteristics of the two ads were the headlines and first paragraphs.

Ad "A" "New" Approach with a headline reading: "IS THERE ANYTHING NEW IN THE MOVIES?" The first paragraph reads as follows:

"Yes - now and then there is something new. *THE SNAKE PIT* is an illustration. *THE LOST WEEKEND* is another. So was *THE JOLSON STORY*. They were so far off the beaten track that prophets of gloom initially foretold disaster....and then these pictures, safe in the arms of an intelligent, entertainment-loving public, set striking examples of popular, successful and worthwhile picture-making.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

Ad "B" "Great" Approach with a headline reading: "HERE IS SOMETHING GREAT IN THE MOVIES." The first paragraph reads as follows:

"It happens now and then. *THE BEST YEARS OF OUR LIVES* was an example. *GOING MY WAY* was another. So was *THE JOLSON STORY*. They burst like rockets across the country and millions of movie-goers are made happy by such striking examples of popular, successful and worth-while picture-making."

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

SUMMARY OF FINDINGS

Over-all and "Carriage Trade" Want-to-see

	WANT-TO-SEE (TITLE AND CAST ONLY)	"NEW" APPROACH AD	"GREAT" APPROACH AD
Total	30	50	45
Upper and Middle Income	27	53	43
College Educated Movie-goers	27	60	45
"First-Run" Movie-goers	33	58	46

CONCLUSIONS

1. Both the "New" and the "Great" Approach Ads add substantially to a very low basic (title and cast) want-to-see, contributing 20 and 15 points respectively.

2. Among the groups to whom these ads are particularly directed, the "New" Approach Ad contributes from 25 to 33 points of want-to-see and its margin of superiority over the "Great" Approach Ad ranges from 10 to 15 points as opposed to its five point overall advantage. The "New" Approach Ad is, thus, unquestionably the stronger ad for the better educated and upper income movie-goers.

3. Reference to the complete breakdown of want-to-see will reveal, on the other hand, that the "Great" Approach Ad has a stronger pull among movie-goers with low incomes and no more than a grade school education

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

4. While the ads make large contributions to want-to-see, analysis of movie-goers' comments, in response to a question as to the kind of a picture they would expect *ALL THE KING'S MEN* to be, reveals that there is considerable confusion and misinformation in the minds of movie-goers after looking at the ads. Thus, one in five movie-goers think it is an historical picture despite the fact that the ads expressly state its contemporary setting. Another one in every ten movie-goers claim they can't tell what to expect from the ad. The remaining comments of movie-goers cover a fairly wide range as can be seen in the detailed table of implications.

5. The high percentage of movie-goers (almost one-third) who on the basis of these ads either think the picture will be an historical or do not know what to expect, points to a possible danger sign. The leading implication suggests that the ad is not read very carefully since it is only the title that could suggest an historical.

Thus, while the "New" Approach Ad brings want-to-see among college educated movie-goers up to 60, among those who read it, there seems a distinct possibility that these ads may not obtain very high readership.

6. When movie-goers were asked why they wanted to see or did not want to see the picture after looking at the ads, the following facts

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

came to light:

a) In the case of both ads the curiosity engendered by the ad was a major factor, as well as association with the Pulitzer Prize Winning Book. Other leading factors were the excitement implied by the ads and the movies with which *ALL THE KING'S MEN* was compared.

b) In both ads the chief negative factor was the fact that movie-goers did not think they understood what the movie was about from the ads.

c) The margin of superiority of the "New" Approach Ad was reflected in the 6% of the cross-section who after looking at this ad said their reason for wanting to see the picture was that it was "different" and "unusual". This quality of differentness appears to be the plus element contained by the "New" and not by the "Great" Approach Ad.

A breakdown of regular and ad want-to-sees will be found on the next page.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MARKET BREAKDOWN OF REGULAR WANT-TO-SEE (TITLE AND CAST) AND AD WANT-TO-SEES

	REGULAR WANT-TO-SEE (Title and Cast)	"NEW" APPROACH AD	"GREAT" APPROACH AD
TOTAL	30	50	45
MALES	34	53	46
FEMALES	26	47	45
AGES:			
12-17	31	51	40
18-30	27	52	42
31-up	33	47	53
INCOMES:			
Upper and Middle	27	53	43
Lower	32	48	52
FREQUENCY OF ATTENDANCE:			
Less Than Once a Week	27	45	44
Once a Week	29	56	43
More Than Once a Week	36	51	48
SIZE OF COMMUNITY:			
10,000 - 100,000	27	48	53
100,000 - 500,000	34	44	41
Over 500,000	29	57	41
College, Technical and Business School	27	60	45
High School	25	49	42
Other	35	39	50
First-Run	33	58	46

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

IMPLICATIONS

Ad "B" "Great" Approach Ad

	TOTAL	WANT-TO-SEE	DON'T WANT-TO-SEE
Old times, historical, king, knights, etc.	21	22	19
Biography of a contemporary man	11	12	9
Don't know - can't tell from ad	10	4	16
Public figure (Politician, dictator, tyrant, tycoon)	8	9	7
Drama, serious, deep, tragic	8	6	10
Love, sex, women	8	9	7
Everyday life, family life - ordinary people	7	9	4
War, fighting	6	6	6
Contemporary social problem - (Negro, Jewish, class war, slums, etc.)	5	4	7
Excitement, adventure	4	5	2
Mystery, murder, gangster, thriller, crime	4	3	5
Correct story - Huey Long machine, etc.	2	3	*
Hardships, troubles, obstacles, conflicts	2	3	2
Europe - England	1	2	*
About great, important, unusual man	1	2	*

* Less than one per cent.

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT "NEW" APPROACH AD

	WANT-TO-SEE	DON'T WANT-TO-SEE	DIFFERENCE
	%	%	%
Curious - want to see what it's about	9	0	+ 9
Heard about or read book	7	*	+ 7
Different, unusual	6	0	+ 6
Comparison with other movies	5	*	+ 5
Excitement	6	1	+ 5
Everyday life - true-to-life	3	*	+ 3
Educational	3	*	+ 3
Pulitzer prize winner	3	0	+ 3
Cast	3	3	0
About a man of our times	3	0	+ 3
Spectacular	1	*	+ 1
Historical	2	2	0
Deep, dramatic, heavy, serious	4	5	- 1
Death, murder	1	2	- 1
Dull, uninteresting	0	8	- 8
Ad tells nothing - can't understand it	0	12	-12
	(56)	(33)	

* Less than one per cent

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

MOVIE-GOERS' REASONS FOR WANT-TO-SEE VOTE ON "ALL THE KING'S MEN" AFTER LOOKING AT "GREAT" APPROACH AD

	WANT-TO-SEE %	DON'T WANT-TO-SEE %	DIFFERENCE %
Curious, want to see what it's about	10	1	+ 9
Excitement	8	1	+ 7
Heard about or read book	7	*	+ 7
Comparison with other movies	6	1	+ 5
Pulitzer prize winner	4	0	+ 4
About a man of our times	3	*	+ 3
Educational	3	0	+ 3
Historical	4	2	+ 2
Deep, dramatic, heavy, serious	3	2	+ 1
Spectacular	2	1	+ 1
Cast	3	3	0
War, fighting	0	1	- 1
Death, murder	1	2	- 1
Dull, uninteresting	0	8	- 8
Ad doesn't tell anything - can't understand it	0	14	-14

* Less than one per cent

This report, the literary property therein and the common law copyright thereto, are the exclusive property of Audience Research, Inc. This report is a privileged, confidential communication furnished in accordance with our agreement. The material here is available to and is for the guidance of your executives only; it is not to be copied or quoted from nor divulged or published to others.

1814 Ad A

AD - "A"

Is there anything NEW in the movies?

Yes—now and then there is something new. *THE SNAKE PIT* is an illustration. *THE LOST WEEKEND* is another. So was *THE JOLSON STORY*. They were so far off the beaten track that prophets of gloom initially foretold disaster ... and then these pictures, safe in the arms of an intelligent, entertainment-loving public, set striking examples of popular, successful and worthwhile picture-making.

Another is in the offing. As a matter of fact, it's just around the corner—a brilliant, merciless study of a man in our time, his morals, manners, and women. The title? *ALL THE KING'S MEN* ... rather important in itself ... the great Pulitzer Prize-winning novel by Robert Penn Warren ... and doubly significant after you've seen this picture, produced and directed by Robert Rossen. The cast? Great actors ... some whose names might not fall too familiarly from your lips ... but great actors.

The story? The theme? The background?

Here is a story of such mounting intensity that a number of preview audiences, limp after this stark, electrifying drama, became couriers of applause and adulation for the brave young effort now come to woo the favor of the movie-goers of this great city.

The theme you've discussed a thousand times ... in your family ... with your neighbor ... at countless dinner tables. It has plunged cities, states and even nations into turmoil and conflict ... but it's a part of the life we live.

The background is a tapestry of sheer excitement in which life, death and tragic happenings vie with each other in moods so tense that the crackling seconds become almost painful.

That's *ALL THE KING'S MEN* ... a vital, very great motion picture. You should see it. Its like may not come this way again.

This Columbia Picture will be shown at the Astor Theater, 45th Street and Broadway, beginning January 20th.

Total 50
1st Run 58
Upper Middle Income 53

1814 Ad B

AD "B"

Here is something GREAT *in the movies*

It happens now and then. *THE BEST YEARS OF OUR LIVES* was an example. *GOING MY WAY* was another. So was *THE JOLSON STORY*. They burst like rockets across the country and millions of movie-goers are made happy by such striking examples of popular, successful and worth-while picture-making.

Another is in the offing. As a matter of fact, it's just around the corner—a brilliant, merciless study of a man in our time, his morals, manners, and women. The title? *ALL THE KING'S MEN* . . . rather important in itself . . . the great Pulitzer Prize-winning novel by Robert Penn Warren . . . and doubly significant after you've seen this picture, produced and directed by Robert Rossen. The cast? Great actors . . . some whose names might not fall too familiarly from your lips . . . but great actors.

The story? The theme? The background?

Here is a story of such mounting intensity that a number of preview audiences, limp after this stark, electrifying drama, became couriers of applause and adulation for the brave young effort now come to woo the favor of the movie-goers of this great city.

The theme you've discussed a thousand times . . . in your family . . . with your neighbor . . . at countless dinner tables. It has plunged cities, states and even nations into turmoil and conflict . . . but it's a part of the life we live.

The background is a tapestry of sheer excitement in which life, death and tragic happenings vie with each other in moods so tense that the crackling seconds become almost painful.

That's *ALL THE KING'S MEN* . . . a vital, very great motion picture. You should see it. Its like may not come this way again.

This Columbia Picture will be shown at the Astor Theater, 45th Street and Broadway, beginning January 20th.

total 45
1st Run 46
upper-middle 43